



# CALIFORNIA’S GLOBAL WARMING SOLUTION – THE ECONOMIC STIMULUS WE NEED

## *An Open Letter from California Business Leaders*

Dear Governor Schwarzenegger, Chairperson Mary Nichols, and Members of the California Air Resources Board,

AS CALIFORNIA BUSINESS LEADERS, we are writing to emphasize our strong support for the Proposed Scoping Plan. Together we represent large, small and medium-sized businesses, entrepreneurs, innovators and investors from every region across the state.

With global financial markets in turmoil and global warming emissions rising faster than the worst-case projections of leading scientists, we are at a historic crossroads. Those who say we cannot afford to enact California’s proposed policies to reduce greenhouse gas pollution do not understand this critical moment or the economic opportunities presented by moving from a twentieth century fossil fuel-based economy to the twenty-first century economy that runs on clean, renewable energy.

By developing solar panels, electric cars and fuel cells, harnessing wind and solar power, creating biofuels, and making data centers and buildings more energy efficient, companies will create jobs as they combat climate change. Additionally, saving energy boosts businesses’ bottom lines and puts money in consumers’ pockets, money that is recycled into the California economy. A recent study from the University of California, Berkeley, reported that California’s energy efficiency policies over the last thirty-five years have saved consumers \$56 billion, created 1.5 million jobs, and generated \$45 billion in payroll.<sup>1</sup>

California has been a leader in energy efficiency, and the Proposed Scoping Plan enables us to go even further. Improving California’s energy efficiency just 1% per year will expand the Gross State Product by approximately \$76 billion, will boost real household income by as much as \$48 billion and will create as many as 403,000 new jobs, according to the UC report. With policies designed to increase energy efficiency and renewable energy, to stimulate investment in clean technologies, and to create green jobs, the Proposed Scoping Plan helps make California companies more internationally competitive and less vulnerable to volatile fossil fuel prices.

We represent some of the best and most innovative leaders in technology and business. We keep California competitive in the world market by challenging the traditional players and practices, and by recognizing and seizing opportunities for change. The state’s proposed plan fuels the entrepreneurial spirit that makes California a world economic leader. We must seize this precious opportunity to transform our energy infrastructure and retain the first mover advantage that AB32 creates for us in the multibillion dollar clean technology world market.

We urge you to adopt the Proposed Scoping Plan. We understand that the Proposed Scoping Plan provides the framework for meeting the 2020 and 2050 targets and that the specific details will be developed further during the rulemaking process. We look forward to working with ARB in 2009 to develop these details and to partner with you in creating California’s clean energy economy.

<sup>1</sup> Professor David Roland-Holst. UC Berkeley. *Efficiency, Innovation and Jobs Creation in California*. October 2008.

### Business Organizations, Companies, and Business Leaders

E2 The Silicon Valley Leadership Group The Central Valley Business Incubator Small Business California Bay Area Council New Voice of Business CleanTech San Diego The Climate Group Large-Scale Solar Association The California Wind Energy Association The California Ski Industry Association Technet  eBay Waste Management, Inc. Warner Bros. Entertainment Bentley Prince Street BT Americas, Inc. APX, Inc. Horizon Wind Energy Ausra EcoSecurities Bloom Energy Mendocino Wine Co. Coddling Enterprises Sonoma Mountain Village, LLC GreenVolts, Inc. ClearEdge Power Tesla Motors Fisker Automotive, Inc. Better Place BioFuel Box Amyris Biotechnologies Miartech Inc. Arup Anderson Lithograph Finelite Conscious Ventures Group OptiSolar TerraPass Inc. The California Cars Initiative Haro Construction Solar Power Inc. Mogavero Notestine Associates IJ Urban, LLC Richard Haro Drafting and Planning Temple San Francisco GreenBuilt Construction Alonzo  Steven Bocho CEO, Steven Bocho Productions Bill Wehl Green Energy Czar, Google Inc. John Domingos The ROC Group Scott Dietzen Vice President, Engineering, Yahoo! C. Gerron Vartan President, Aegis Partners, Inc. Robert Thronson Vice President, Managed Service Solutions, Genesys Telecommunications Bill Barnes CEO, Cleantech America, Inc. Todd Dipaola President, Pier Alliance LLC Brian Dougherty CEO, Airena, Inc. Ted Driscoll Venture Partner, Claremont Creek Ventures Michele Kirsch Co-founder, Kirsch Foundation Dave Edwards Partner, VantagePoint Venture Partners Robert Henrikson Ronore Enterprises	Eric Schmidt CEO, Google Bob Fisher Director, Gap, Inc. Steve Kirsch CEO, Propel Accelerator Bob Epstein Co-founder, Sybase, New Resource Bank, Environmental Entrepreneurs Dayna Bochco President, Steven Bochco Productions Siamak Taromi CEO, Tarom Group Reade Frank COO, AngelPoints, Inc. Gary Borman Chairman, Borman Entertainment Diane Christensen President, Manzanita Management Corp. Heather Thomas Actress/Producer Elizabeth Wiatt Founder, Fashionology David Schwartz Senior Vice President, Siebel Systems Buddy Burke Republicans for Environmental Protection Leslie Swallow Cofounder, Mixt Greens Owen Brown Brown & Brown Dan Beam CEO, Beam, Inc. Nick Freeman Street Pizza, LLC Michael Wimer Partner, Centropolis Entertainment Sam Perry Founder, Ascendance Ventures Matt Sonefeldt Capital World Investors, The Capital Group Steve Levin President, Leading Change Consulting Ann Cleveland TCHO Ventures, Inc. Scott Bryan Financial Consultant Shripal Shah S3 Sustainable Solutions Systems Chris Erickson CEO, Climate Earth, Inc. Megan Curran Shaw Environmental & Infrastructure, Inc. Curtis Lindskog Shaw Environmental & Infrastructure, Inc. Lisa Chacón, Greenovation Consulting Fabio Ficano CEO, Lufra Rise & Associates Valerie Barish Williams Nashira Coaching and Consulting Suzanne Loosen Macroscope Consulting Gia Daniller Daniller Consulting, Inc. Sonny Fox President, Sonny Fox Consultants Patty Garbarino President, Marin Sanitary Service Bob Burnett Former Founding Vice President, Cisco Systems Karen Behnke CEO, Juice Beauty Holly Kaufman CEO, Environment & Enterprise Strategies Sofie Howard Commune Images Laurie David Producer	Marisa Kuizenga Owner, The Mission Guild, LLC John Berlin President, Devastudios John Peed Owner, Cold Open Craig Shenkler CFO, Steven Bochco Productions Doug McCallie Executive Producer “Survivor” Lauren Shuler Donner Producer, The Donner Company Roma Downey Actress Eunice David Civic Leader Dan Abrams President/CEO, Cross River Pictures Fannie Allen Owner, MFA Designs Janine Bisharat Frank, Rimerman + Co. LLP Alan Buder COO and CFO, Alligator Planet Selcuk Cakir MSD Capital John Cheney Vice President, MMA Renewable Ventures David Cheng Associate, Ridgewood Capital Roger Choplin Vice President, Our Earth Music, Inc. Stephen Colwell Executive Director, Sea Change Foundation Funds Paul Danielson Vice President, MMA Renewable Ventures Duncan Davidson Venture Partner, VantagePoint Venture Partners Jean Davidson Managing Director, VantagePoint Venture Partners John Dawson Chief Technical Officer, Zentek Technology George Cogan Director, Bain & Company, Inc. Rick DeGolia CEO, Green Wireless Systems, Inc. Andrew Deitz Vice President, Climate Earth Anne Delehunt Marketing Consultant, Delehunt-Ricketts Mike Dierks COO, Crossbow Technology Inc. George Dies Director, Strategic Planning, HP Labs, Hewlett-Packard Company Christina Erickson Founder, Green by Design Rob Erlichman President, Sunlight Electric, LLC Paul Ferreri Co-Founder, Blossom Investment Management Kacey Fitzpatrick President, Avalon Enterprises Inc. Jon Foster Senior Vice President, Global Operations, Atempo Tod Francis Founding Partner, Shasta Ventures Gil Friend Founder, President & CEO, Natural Logic, Inc. 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